

Enchanted Moments UI/UX

Pre-Specification, Information Gathering

Target User

Mother or guardian of young girls. Especially young girls that love Disney and Princesses.

Interview Questionnaire

Background Questions:

1. Age?
2. Do you work outside of the home?
3. Age of daughters?
4. Do you have birthday parties for them?
5. Have you ever hired a character for a birthday party?

Questions About Target:

1. Have your kids ever been to a party that had a character/princess? If yes describe the experience.
2. Would you consider hiring a princess to come do a sing a long, craft or other activity at your daughter's party?
3. How would you go about finding and hiring a princess for a party?
4. If the answer was to look online what device would you most likely use?
5. What would attract you to one company over another?
6. What would be the most important factor when deciding on a company to hire?

Raw Data

- Two of my users were in their twenties and two in their thirties and only one works outside of the home.
- All had daughters between the ages of 1 to 9.
- Two users have regular birthday parties every year for their daughters, one had “extended” family only parties every year and one only has parties some years.
- None had ever hired a character for a party
- One had been to a party with a princess and the kids loved it
- All users would consider hiring a character/princess for a party
- All users would ask people they know first when trying to find a princess to hire. Three would do google searches if they didn't get a referral, and one would only use if referred. Once referred she would then look at their website
- When looking online, two would use a phone and two would use a tablet
- Reputable – value (balance of price and services offered) – referral – personable/professional – trustworthy -good reviews, especially from people they know –

what is provided – really good pictures on the website and location. Trustworthy and price

Characteristics of Target User

Protective of their children
Young Mothers
Comfortable with technology
Social Media users
Multi-taskers
Busy

Evaluation Criteria Prioritized (based on data collected)

Efficiency: Does not take too long to load a page or picture; Priority 2.

Learnability: N/A – There is nothing to learn to use this website.

Familiarity: Navigation is similar to other sites of its kind. All pages are similar to other sites. The form is similar to that of other sites as well; Priority 3.

Simplicity: Easy to use; Priority 3.

Mapping: It is obvious what to select to get where you want to go; Priority 2

Motivation: Easy to find what you need. Visually pleasing to the user. Priority 2

Trust: Appears authentic, professional, trustworthy; Priority 1

Visibility: Ability to read all text including on the menu; Priority 1

Evaluation Criteria Rubric

	Exceptional 2	Good 1	Acceptable 0	Flawed -1	Horrible -2
Trust: Appears authentic and professional - 35%	Users are convinced it is professional and trustworthy	Users are confident it is trustworthy and professional	Users don't trust or distrust	May suspect it is not trustworthy	Everyone will think it is not trustworthy or professional
Visibility: Ability to read all text - 30%	Text is easily visible and can be enlarged if needed	Text is easily readable	Text can be read	Text is too small – user may need reading glasses	Text is unreadable
Motivation: Visually pleasing - 20%	Much more visually pleasing than other sites	More visually pleasing than other sites	Has the same visual appeal as other similar sites	Less visually appealing than other similar sites	The visual appeal is worse than other sites of its kind
Efficiency: Loads quickly - 10%	Loads immediately	Loads quicker than most	Average load time	Slower than most	Slower than any comparable website
Mapping: Obvious - 5%	Most users will understand the navigation	The cues will direct the users understanding	No mental model is enforced	Misconceptions may happen	The user may not understand the navigation

Enchanted Moments Specification

Enchantedmomentslv.com is a responsive website that demonstrates the professionalism and trustworthiness of the Enchanted Moments Princesses. All information a mother or guardian needs to make a decision about hiring a princess for a party is easy to find and read. All pictures load quickly and confirm the incredible and exciting time that can be expected when a Princess is hired.

Persona

Mandy is a 29 year old stay at home mother of 3 girls ages 3, 5 and 6. She has parties for them every birthday. She would consider hiring a princess for a party if there were a good reputable company to hire from. If she were to hire a princess she would look for one, using connections and referrals first, possibly posting a question on Facebook for recommendations. She would do a Google search as a last resort using her tablet. The pictures and reviews would be very important. It would be essential that the company is trustworthy and that the balance of price and services is good

Scenario

Mandy's 6 year old daughter, Kalissa, is having a birthday in a couple of weeks. The kids are quietly watching the latest Disney movie right now while she checks out the website of a princess party company that her friend recommended. Her first impression is good, but she wants to see what the princesses look like: Are they realistic, do they look nice, do the kids look like they are having fun, what kind of photo's could she get with her kids and are the kids having fun with the activities. Next she checks out the packages to see the price and services offered. She finds how to book a party but wants to talk to her husband about it first.

Criteria

Priority 1	Priority 2	Priority 3
Trust - Users should be confident that it is trustworthy and professional Visibility - All text is easily visible and can be enlarged	Motivation - Each page is visually pleasing Simplicity - Easy to use	Efficiency - Each page loads quickly Mapping - Users will understand the navigation

Prototype/Mobile Device

Home Page



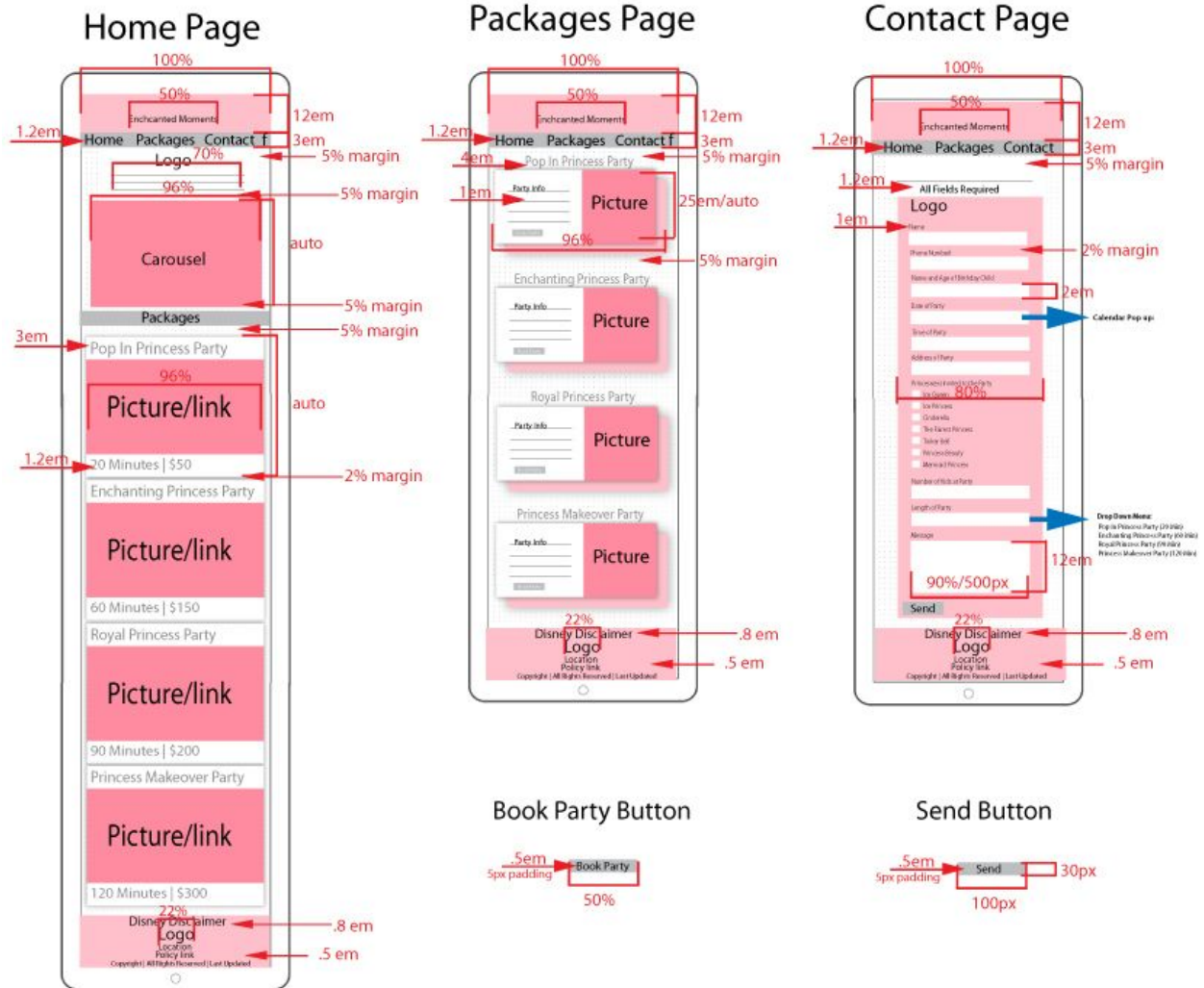
Packages Page



Contact Page



Structure



Details

All Pages

- 1) The web site shall present itself as shown in the structure diagram of home page upon entry of web site address.
- 2) Pressing (touching) the any word on the navigation bar shall direct the user to the page stated.

- 3) Pressing (touching) the business name in the header shall link to the home page

Home Page

- 4) Pressing (touching) the any heading and/or picture under the packages bar on the home page shall direct the user to the packages page
- 5) The carousel shall have 4 to 6 pictures that rotate automatically via a fade or slide.

Party Package Page

- 6) The party package names shall be gray.
- 7) To the left of each picture shall be the information about what is offered with that particular party.
- 8) There shall be a “Book Party” button after the information of each party package that leads the user to the contact page.

Contact Page

- 9) All fields shall be required
- 10) The owners phone number shall be written as another contact option
- 11) A JQuery plugin shall be used for the calendar selection popup
- 12) The princess option shall be a checkbox so that one or multiple princess can be chosen
- 13) The length of party option shall be a drop down showing party package options
- 14) This shall use PHP and HTML
- 15) The email shall be set to go directly to the email address of the owner of the site.
- 16) There shall be CAPTCHA at the bottom of the page

Color Scheme

#FFCOCB - Pink

RGB 255 192 203

#BCBEC0 - gray

RGB: 188 190 192

Font: All headers shall be Gabriola All other fonts shall be Arial, san-serif

Appendix

Security

No potential threats found

Accessibility

Internalization

Strings to be localized:

- Enchanted Moments
- Enchanted Princess Party
- Royal Princess Party
- Pop In Party
- Princess Make Over Party
- Book Party
- Contact Page - Name, Phone Number, Email, Name and age of birthday child, date of party, time of party, address of party, princess(es) invited to the party, Ice Queen, Ice Princess, Cinderella, The Fairest Princess, Tinker Bell, Princess Beauty, Mermaid Princess, Number of kids at Party, length of party, Message: (please include any allergies or additional activities), Type these characters into the text box below, Security Code, Send
- All fields required
- Disney Disclaimer:
- Introduction Information:

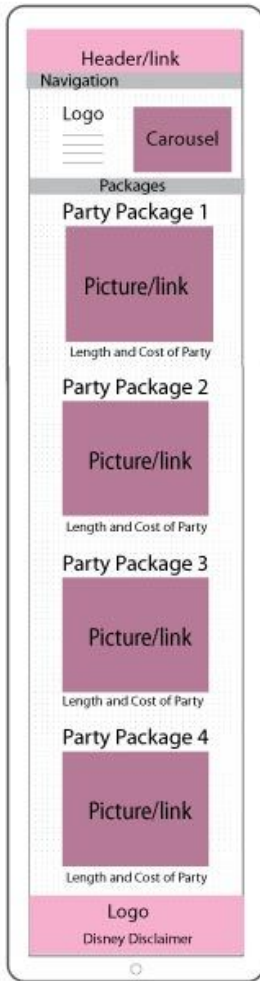
Change History

Date	Change
2/25/2017	First draft of Page One
2/25/2017	First draft of Specs
3/18/2017	Prototype with changes added
3/18/2017	Criteria descriptions added
3/18/2017	Strings added to "strings to be localized"
3/18/2017	Details added to Contact Page
3/18/2017	Structure detail changes to match new prototype
3/23/2017	Usability Plan Added
3/28/2017	Raw Notes for Participant 1 added
3/30/2017	Raw Notes for Participants 2 & 3 added
3/30/2017	Report added
3/30/2017	Recommendation added
4/7/2017	Prototype with recommended changes added
4/7/2017	Structure detail to match new prototype added

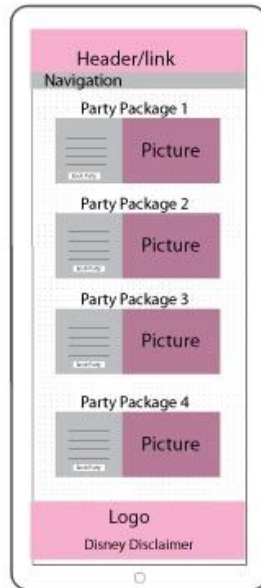
Boneyard

Prototype

Home Page

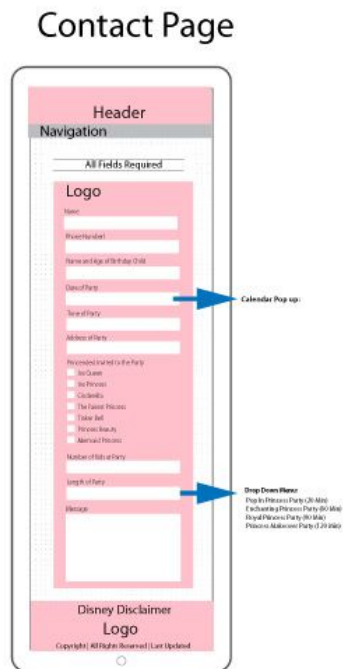
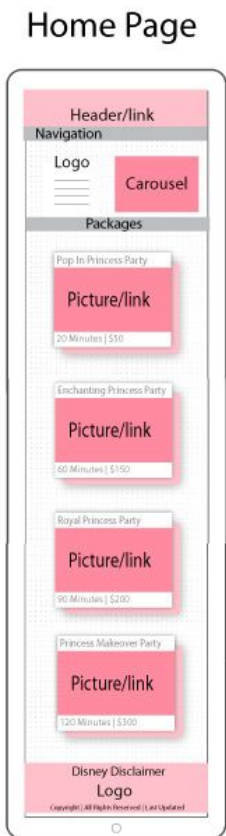
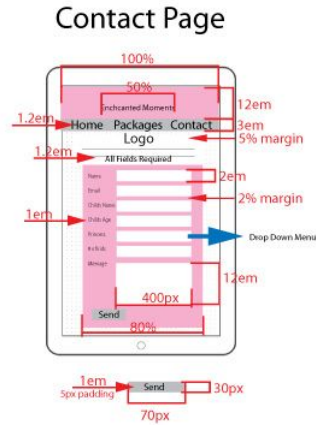
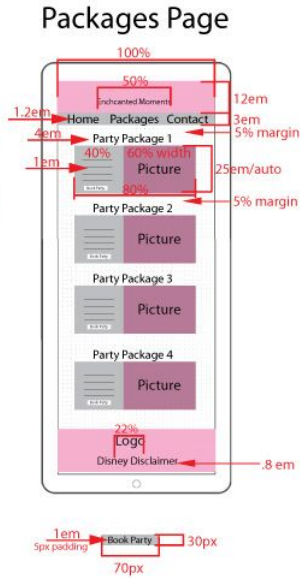
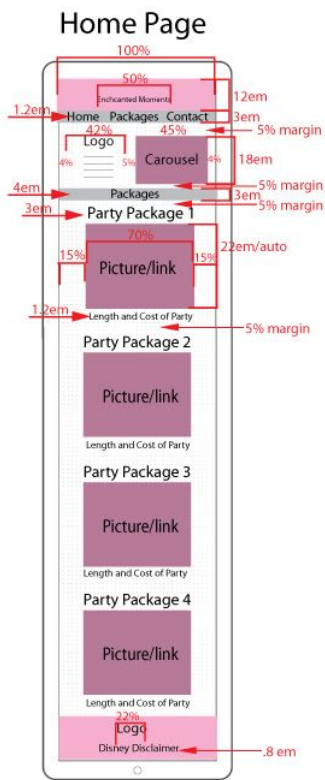


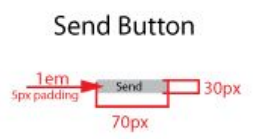
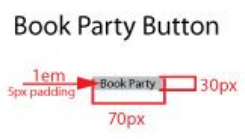
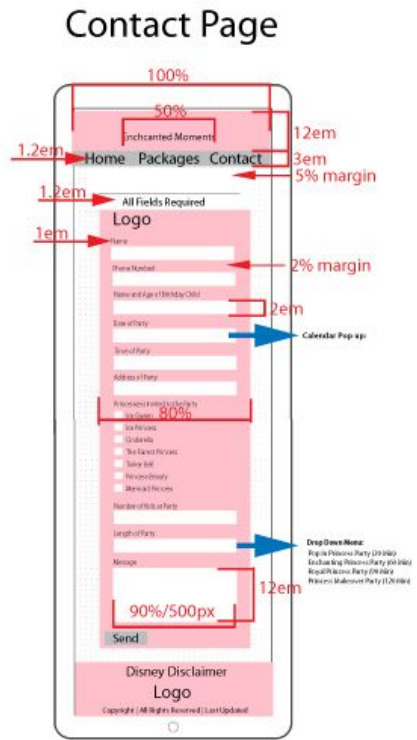
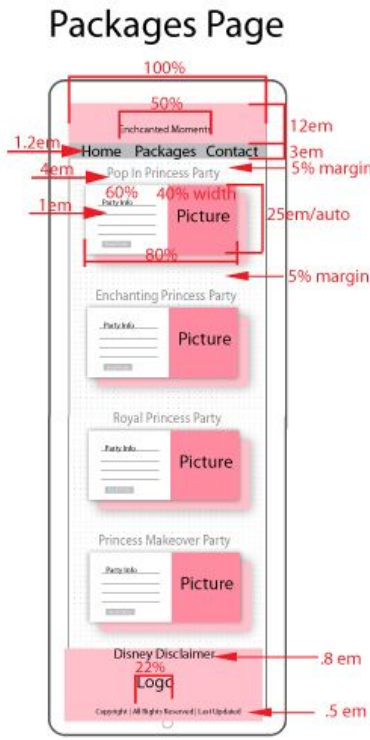
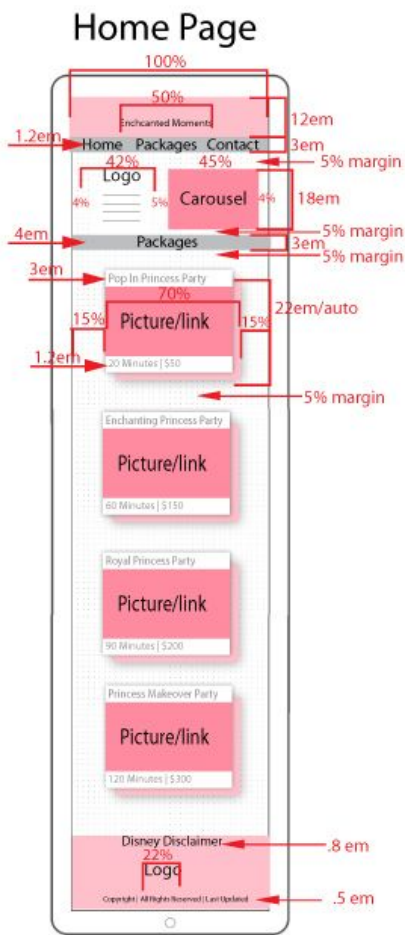
Packages Page



Contact Page







Issues

- Getting pictures from the client to put in the website.
- Getting reviews from client
- Getting video and content from client

Enchanted Moments Usability Plan

The Questions

- How will members of the target audience react to the design?
- What are the most glaring defects?
- Will the design be good enough to satisfy the target audience?
- Is it better or worse than the competition?

Participation and Selection Criteria

The target audience is mothers and guardians of young girls approximately two to twelve years old, so participants need to fit into this category. Some example persona's would be: Mandy, who is a 29 year old stay at home mother of 3 girls ages 3, 5 and 6. She has parties for them every birthday and she would consider hiring a princess for a party if there were a good reputable company to hire from. Britnae, who is a mother of two girls and a boy ages 2 through 6, and is social media savvy with a love of all things Disney. And Stacy who has 5 kids including daughters ages 3 and 8. She is busy with work and family and would love to hire a princess to entertain the kids during a birthday party.

Hypotheses

1. The page will load in 1 second or less.
2. The text will need to be expanded to read when user is accessing the site from a mobile phone.
3. The text will be easily readable from a tablet or larger computer.
4. Users will easily navigate to the different pages in the site.
5. Users will understand how and easily access the extra activity list on the packages page.
6. The contact page will be easily understood and completed.
7. Users will not want to complete all of the fields on the contact page.
8. Users will consider the site to be professional and trustworthy.
9. Users will find the site visually appealing.

Experiment and Interpretation Guidelines:

	Hypothesis	Experiment	Interpretation Guidelines
1	Load in 1 second	Once user enters the site into the address bar and hits enter, time how long page takes to load.	If it takes less than 1 second the design passes, otherwise it needs to be better optimized.

2	Readable text on phone	Have user access site from phone and read the material.	If it is readable the site passes. Determine the inconvenience of expanding text and possibly adjust text size for small screens
3	Readable text on tablet or larger	Have the user access the site from a tablet and read the material.	Easily readable is good, otherwise possible adjustments needed.
4	Easily navigate through all pages	Ask the user to go to the different pages and observe difficulty and time taken.	Look for frustration, sticking points and amount of effort required.
5	Easily view activity list	Have the user choose an extra activity from the list.	Look for confusion, frustration and amount of effort required
6	Contact page is easily understood and completed	Have the user choose a party they want and complete the information on the contact page accordingly.	Look for confusion, frustration and amount of effort required. Navigating the page easily is good
7	All fields required	Ask the user how they feel about completing all fields. Ask if they would rather call	See if there is information that the user would rather not divulge in an email or if they feel like it is too tedious.
8	Professional and Trustworthy	Ask the user if they believe that the company is professional and trustworthy	Watch for any hesitation when answering or visual clues that they are being honest when answering.
9	Visually Appealing	Have the user go to other sites offering the same services in Las Vegas. Ask if those sites are more or less visually pleasing than EM	Watch for any hesitation when answering or visual clues that they are being honest when answering.

Script

Step	Instructions	Experiment	Interpretation
1	Welcome the user and explain the study		
2	Ask the user to enter enchantedmomentslv.com into the address bar of phone and hit enter.	1	Record how long it takes the page to load.

3	Ask the user to navigate to all pages of the website	4	Observer difficulty, time it takes, any frustration, if they reach all pages, record any comments
4	Ask the user to read the material on the home page.	2	Observe if the user expands the screen to read and the effort involved
5	Ask the user to go the packages page/contact page and read the material	2	Observe if the user expands the screen to read and the effort involved
6	Ask the reader to access the web site from a tablet and read some content on all pages	3	Observe if the user expands the screen to read and the effort involved
7	Have the user view the extra activities from the list on the packages page.	5	Look for confusion, frustration and amount of effort required
8	Have the user choose a party and complete the information on the contact page accordingly.	6	Look for confusion, frustration and amount of effort required. Check if they have to return to other pages for information.
9	Ask the user how they feel about completing all fields. Ask if they would rather call or only complete some of the fields.	7	Record comments/answer. List any fields they don't want to complete.
10	Ask the user if they believe that the company is professional and trustworthy. Would they feel comfortable hiring this company? Why?	8	Watch for any hesitation when answering or visual clues that they are being honest when answering. Record response
11	Have the user go to www.amagicalday.com/ and http://rockthetea.com . These sites offer the same services in Las Vegas. Ask if those sites are more or less visually pleasing than EM. Why?	9	Watch for any hesitation when answering or visual clues that they are being honest when answering. Record their reaction to those sites and any comments made.
12	Be sure to thank the user for their time and excuse them.		

Enchanted Moments Usability Study

Usability Study Raw Notes

Participant 1 - 30 year old mother of 4 girls ages 7 to 6 months.

Q-1: Ask the user to enter enchantedmomentslv.com into the address bar of phone and hit enter - record how long it takes to load.

A-1: 1.92 seconds for home page - 2.15 seconds for princess page. (difficult to get an accurate time)

Q-2: Ask the user to navigate to all pages of the website.

A-1: She scrolled down through the home page, then back up to the navigation bar and went to each page without questions. She saw me timing how long to get to each page and said, "It's a fast site."

Q-3: Ask the user to read the material on the home page.

A-3: She read the material without enlarging the screen.

Q-4: Ask the user to go the packages page/contact page and read the material.

A-4: She read the material without enlarging the screen. Noticed that all the packages were on the same page as she scrolled down. Said she can read it easily, it is a good size.

Q-5: Ask the reader to access the web site from a tablet and read some content on all pages

A-5: She easily navigated and read the material.

Q-6: Have the user view the extra activities from the list on the packages page.

A-6: User easily accessed the activities by touching the down arrow button.

Q-7: Have the user choose a party and complete the information on the contact page accordingly.

A-7: On the tablet, it took her about 2 minutes to complete the form, with the baby in her arms. One comment she made was, "I see, you can select more than one princess". Upon pushing send she looked for confirmation that it was sent and had to enlarge the screen to see the tiny print at the top that gave the confirmation.

Q-8: Ask the user how they feel about completing all fields. Ask if they would rather call or only complete some of the fields.

A-8: She felt good about filling out all of the information. She said that she, "wanted to provide that information to make sure that the company gets the right time, type of party and that all the other information was correct." Filling out all of the fields was important.

Q-9: Ask the user if they believe that the company is professional and trustworthy. Would they feel comfortable hiring this company? Why?

A-9: "Yes, I think they are professional and I would feel comfortable hiring them because the picture on the 'about me' page matches the pictures of the princess. She is a real person." She also liked the pictures, especially the ones with kids that make her feel confident in the site. She then hesitated and asked, "Does it say what city she's in?" She spent a couple minutes looking through the pages trying to verify that she lived and did parties in the area. While looking, she said things like, "I just want to know they are here in town" and "I know there is an area code that is local and the lv on the end of the website could mean Las Vegas." This was important information for her to have.

Q-10: Have the user go to www.amagicalday.com/ and <http://rockthetea.com>. These sites offer the same services in Las Vegas. Ask if those sites are more or less visually pleasing than EM. Why?

A-10: For the magical day website she said the bigger images were more appealing and she liked the menu better for the phone. She didn't like that the text was so large and that there was so much to read on the contact page. She says she does not like to read a lot of material on websites. She liked that there was a bar in the middle with a phone number and that on the navigation bar there were icons of an envelope and phone so that she knew at anytime she could click those to contact the company. She also liked the Facebook icon at the bottom of the page and said she often clicks on that to see their Facebook page, "I feel like they are more legitimate with that."

For the rock the tea site she waited a while for it to load and was confused, asking if that was it. She tried it on her phone and tablet and it was the same. I pointed out to her that there were two menu item and when she clicked on one of them she got to the information on the site. It was downhill from there with that site making comments like, "Too much information is on the home page - I don't think it's mobile friendly - I clicked a button and it went to another site, wait, no it's the same site." The pictures were good, but she didn't like the website at all in comparison.

Participant 2 - 32 year old mother of 2 girls ages 7 and 3 and a baby boy.

Q-1: Ask the user to enter enchantedmomentslv.com into the address bar of phone and hit enter - record how long it takes to load.

A-1: 2.12 seconds for home page. She said it was fast, that her internet is very slow at her house (where I conducted the study) and she has problems with it. (difficult to get an accurate time)

Q-2: Ask the user to navigate to all pages of the website.

A-1: She went to each page without any problems

Q-3: Ask the user to read the material on the home page.

A-3: She read the material without enlarging the screen, but brought it closer to her face.

Q-4: Ask the user to go the packages page/contact page and read the material.

A-4: She read the material without enlarging the screen and when reading brought it closer to her face

Q-5: Ask the reader to access the web site from a tablet and read some content on all pages

A-5: She easily navigated and read the material.

Q-6: Have the user view the extra activities from the list on the packages page.

A-6: She didn't understand what I meant at first and clicked the picture which took her to the princess page. When I explained better what I wanted she found it right away and had no problems

Q-7: Have the user choose a party and complete the information on the contact page accordingly.

A-7: On the tablet, it took her about 3 minutes to complete the form, with her 3 year old at her side helping her choose a princess for the pretend party. She thought princess Beauty was sleeping beauty. She noticed the small confirmation and mentioned that that needs to be bigger and easier to read.

Q-8: Ask the user how they feel about completing all fields. Ask if they would rather call or only complete some of the fields.

A-8: She felt good about filling out all of the information and said it was typical.

Q-9: Ask the user if they believe that the company is professional and trustworthy. Would they feel comfortable hiring this company? Why?

A-9: She said they seem professional, she would assume they were professional because they have the copyright and Disney disclaimer and legal stuff all there. She then checked the reviews and said this is where she would go to see if they are trustworthy, but there are no reviews yet.

Q-10: Have the user go to www.amagicalday.com/ and <http://rockthetea.com>. These sites offer the same services in Las Vegas. Ask if those sites are more or less visually pleasing than EM. Why?

A-10: For the magical day website she liked the bigger images better and the bigger headings. She liked their logo better. The words are too big on the package page, liked the way EM packages are grouped and more easily comparable. The font could be bigger on EM though. For the rock the tea site she was confused at first and said she didn't like it near as well. "It is more 'officeish' and not 'partyish'. Navigation is not easy to follow.

Participant 3 - 29 year old mother of one 6 year old girl.

Q-1: Ask the user to enter enchantedmomentslv.com into the address bar of phone and hit enter - record how long it takes to load.

A-1: About 1.5 seconds (difficult to get an accurate time)

Q-2: Ask the user to navigate to all pages of the website.

A-1: She went to each page without any problems

Q-3: Ask the user to read the material on the home page.

A-3: She read the material without enlarging the screen.

Q-4: Ask the user to go the packages page/contact page and read the material.

A-4: She read the material without enlarging the screen

Q-5: Ask the reader to access the web site from a tablet and read some content on all pages

A-5: She easily navigated and read the material.

Q-6: Have the user view the extra activities from the list on the packages page.

A-6: Easily found it and viewed it.

Q-7: Have the user choose a party and complete the information on the contact page accordingly.

A-7: On the tablet, it took her about 2 - 3 minutes to complete the form, no questions asked and she expanded the screen to read the confirmation.

Q-8: Ask the user how they feel about completing all fields. Ask if they would rather call or only complete some of the fields.

A-8: She felt good about filling out all of the information and said it was "easy".

Q-9: Ask the user if they believe that the company is professional and trustworthy. Would they feel comfortable hiring this company? Why?

A-9: She said that they were professional because they "have a full on website and I had to type a security code" (CAPTCHA). She felt the consistency of the pages made it seem professional as well. Yes she would feel comfortable hiring them.

Q-10: Have the user go to www.amagicalday.com/ and <http://rockthetea.com>. These sites offer the same services in Las Vegas. Ask if those sites are more or less visually pleasing than EM. Why?

A-10: For the magical day website she liked the image slider better and that they had a lot of pictures and that they were bigger. She felt it was harder to find things and they had way too many words. She liked the varying colors of the site better. She noticed that the user had to type

out what princess they wanted and wondered what they would do if she put a princess that they didn't have.

For the rock the tea site she was confused at first and waited for the page to finish loading. It was not mobile friendly hard to navigate and "looks a lot less happy".

Report

Page Load Time: It was too difficult to get an accurate reading, but it loaded quickly at three different homes and devices. WooRank recorded the load time as 1.15 seconds.

Small Text: All participants could read it on a phone without expanding, but participant 2 brought it closer. No problems with reading the text on the tablet.

Navigation: All participants easily navigated the site. Participant 1 preferred the navigation bar on A Magical Days website.

Extra Activity: Participants had no problem accessing the extra activity list on the packages page.

Contact Page: Participants easily completed and sent the email from the contact page in 2 - 3 minutes and the owner reported receiving all emails. The confirmation and error message text was too small and not easily read. Participant 3 noticed that A magical Day's contact page required the user to input the name of the princess and preferred the checklist. All participants were willing and happy to complete all fields.

Professional: All users deemed the site professional and trustworthy for different reasons:

- Participant 1 compared the picture of the owner to the princesses and concluded that she was "a real person" and felt the pictures of the princesses with kids increased trustworthiness.
- Participant 2 looked at the copyright and disclaimer as evidence of professionalism.
- Participant 3 assumed professionalism by having a full website and CAPTCHA

Ways the site lacked professionalism and trustworthiness:

- The location of where EM operates was not displayed and/or clear.
- No reviews on the review page.
- No link to Facebook page

Visual Appeal: Overall they felt EM was visually appealing and liked the grouping of the packages with a picture on the packages page and that it was easy to find things. They all liked bigger pictures with slightly bigger font, but not too big and not too many words.

Recommendations

Priority 1: Necessary changes

- Add location of services on home page, about me page and contact page.
- Add link to Facebook and Instagram pages on the right of the navigation bar or in the footer
- Fix the confirmation text to be red and large enough to be read on the contact page.
- Add at least one review.

Priority 2: Will make the site better, but not necessary

- Make images bigger
- Make fonts larger
- Change the name of Princess Beauty (talk to owner)
- Add Privacy Policy
- Fix pink boxes

Recommendation Completion Report

Priority 1: Necessary changes

- Add location of services on home page, about me page and contact page.
 - Location of services were added in the footer of all pages as well as the top section in the home page and contact page. The location information in the footer satisfies the requirement to add it to the 'about me' page.
- Add link to Facebook and Instagram pages on the right of the navigation bar
 - Facebook and Instagram icons were added as recommended.
- Fix the confirmation text to be red and large enough to be read on the contact page.
 - Confirmation text was changed to red
- Add at least one review.
 - A review has been added per the recommendation.

Priority 2: Will make the site better, but not necessary

- Make images bigger
 - Images on the home page were made 25% larger. Images on the Princess page were made 10% larger for mobile devices. Images on Packages page remained the same to keep the grouping that all participants liked.
- Make fonts larger
 - Most of the fonts were made larger for mobile devices.
- Change the name of Princess Beauty (talk to owner)
 - Owner says we can't change name to Belle because that would be infringing on Disney, so we have to keep the name as is.
- Add Privacy Policy
 - Policy added - link is in footer.
- Change the image slider to a smoother one.
 - Changed the image slider to a bootstrap one that is smoother
- Fix pink boxes
 - This was a bug that was fixed.